ABSTRACT OF THE DISCLOSURE

[59]   An approach for providing content transmission upon placement of a call on hold is disclosed. A data communications system includes a proxy server that is configured to receive a message from a first client indicating the hold condition of a Voice Over Internet Protocol (VOIP) call with a second client. The system also includes a content server (e.g., music server) that is configured to transmit the content stored therein to the second client in response to a request message from the server.